



CITY OF WAUWATOSA, WI

Design Element Project Proposal



**We will help
people find your
place and fall in
love with it.**

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Design Element Development

THE ROLE OF McD

//WE ARE A PROFESSIONAL DESIGN DEVELOPMENT FIRM that specializes in economic development, new resident and place marketing.

Our agency president, **Randy McDaniels**, has decades of experience in community brand development and has served as lead consultant for numerous tourism/economic development clients in a nine state region and throughout the State of Wisconsin, including Visit Milwaukee, WI, the Village of Greendale, WI, Visit Pleasant Prairie, WI, Calumet County, WI EDC, the Viroqua (WI) Chamber of Commerce, Visit Chicago Southland CVB, Lake of the Ozarks CVB, and many more destinations. The experience and industry insight he will bring to this effort is invaluable.

In addition to Randy, Creative Strategist **Jeff Ericksen** based in our Milwaukee, WI office will help lead the project with the support of other McD staff. This will include a community research study to gather existing attributes, perceptions, opportunities and challenges to ensure the project successfully achieves your goals.

McDaniels Marketing is a member of Destinations International and supports the tourism associations for Wisconsin, Illinois, Iowa, Indiana, Kentucky, Missouri and Ohio.



Branding,

THE ESSENCE

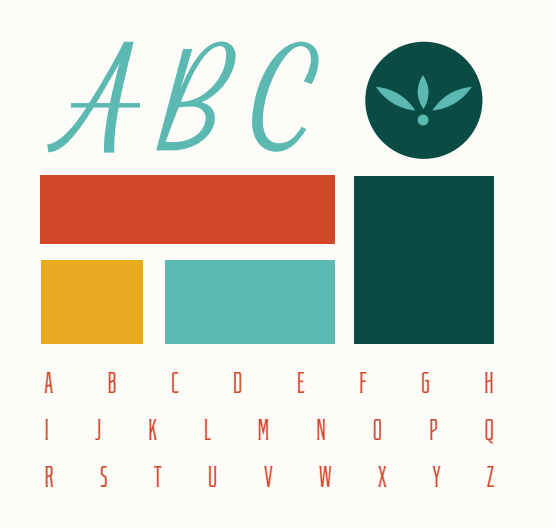
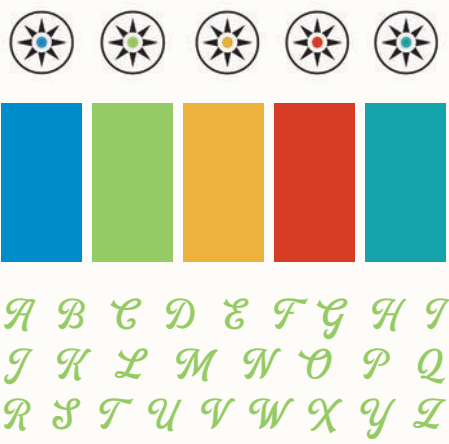
// CONSIDER YOUR CURRENT BRAND.

- + Is it unique?
- + Does it represent a positive experience?
- + Do you deliver on its promise?
- + Is it consistent?
- + Does it align to key destination drivers?

// A CURATED BRAND MAKES THE RIGHT IMPRESSION ON YOUR DEFINED TARGET AUDIENCE.

Every municipality has its challenges to overcome. What are people currently saying about your city? Is there a high level of awareness about your most positive attributes? Your brand isn't what you say and think about your city; it's what visitors say and think. It's the feeling they get when they roll across your city entrance. It's the uncontained excitement they bask in when enjoying one of your top attractions and the inspiration they feel when they hear stories from the locals. It's the perceived value they have in what your place offers.





Project Goals & Background

WAUWATOSA, WI IS POISED FOR SUCCESS.

A community on the move, the City of Wauwatosa is evaluating the introduction of a new design element to complement its established identity. This initiative will not replace the City shield nor modify police or fire department patches in any way. The purpose of the project is to provide a modern, adaptable design feature that works in harmony with existing materials.





McD

REMARKABLY UNCOMMON.



**We create a catalyst of connections that
improves lives in rural and urban places.**

RESEARCH & STRATEGY // BRANDING // ADVERTISING // PUBLIC RELATIONS
DIGITAL // WEBSITE DEVELOPMENT // VISITOR GUIDES

ACHIEVING

Your Goals:

// DEVELOPING A DESIGN ELEMENT FOR THE CITY OF WAUWATOSA, WI

McDaniels Marketing is a full-service agency with the expertise to craft a unique design element that reflects the essence of Wauwatosa. Our approach will highlight the city's strengths and communicate its benefits to visitors, residents and business investors. We will ensure the design seamlessly aligns with and enhances the Wauwatosa brand, incorporating elements that capture its distinctive appeal.

// CREATE A DESIGN THAT IS ENGAGING AND ADAPTABLE ACROSS VARIOUS MEDIA

As we have done for so many other cities, we will develop a design that is flexible and adaptable to various print, digital, signage and wearable media. The design will also be flexible enough to grow and evolve along with any changes in the market.

// ENSURE THE NEW DESIGN ELEMENT IS ALIGNED WITH COMMUNITY VALUES AND CONTRIBUTES POSITIVELY TO THE CITY

The new Wauwatosa, WI design element will be authentic and resonate with leadership and residents in the area. Our research process will ensure key stakeholders will have direct, early and late input. Endorsement comes from giving people a voice in the process! With the McDaniels Marketing team on your side, that is a part of the process you can be confident in. Our team will develop and test the final design concepts before launch to achieve total community and private/public buy-in.

Our Plan & Methodology

WAUWATOSA IS A BEAUTIFUL CITY THAT OFFERS RIVERFRONT LIVING, ENTERTAINMENT, HISTORY AND FAMILY-FRIENDLY AMENITIES.

It's a diverse city teeming with life built upon community.

A design element crafted by McDaniels Marketing is a design built on facts, creativity and a keen understanding of Place Marketing. This project is our sweet spot, and we are ready to dig in.



Our innovative team will deliver dramatic results for the City of Wauwatosa, Wisconsin by...

// **REVIEWING** the city's existing brand identity. Drawing on more than 20 years of community branding experience, we will develop a new design element that properly represents the city's advantages in a way that delivers results that are appreciated by all stakeholders.

// **RESEARCHING** community attributes based on listening and engagement sessions with stakeholders.

// **DEVELOPING** a SWOT analysis that defines the characteristics of your community that resonate with all external and internal target audiences.

// **REPRESENTING** your essence with a new design element that showcases your community's authentic and true character.

// **CURATING** fonts, colors and style choices that will be implemented in your overall marketing strategy.

Research & Design Plan

Our Design Development Research Process Will Commence As Follows:

Qualitative Research:

- + **CONDUCT** preliminary research of design and communication goals.
- + **DEFINE** design vision and direction.
- + **MANAGE** competitive research.
- + **OVERSEE** stakeholder research.

McD will engage both the public and internal stakeholders to gather perspectives on what makes Wauwatosa distinct and how residents, employees, and elected officials see the city's identity. To successfully accomplish this research, McD will conduct listening sessions with the following groups:

COMMUNITY LISTENING SESSION (1 hour): A group of people representing residents, commission representatives, and business owners. This will be a one-hour session with 12-15 people.

EMPLOYEE LISTENING SESSION (1 hour): City staff across departments share perspectives on community values and visual identity. One-hour sessions with 12-15 people.

ELECTED OFFICIAL LISTENING SESSION (1 hour): Discussion with Common Council. This would be an in-person meeting with elected officials.

In addition to the listening sessions, a digital survey may be created to gather additional stakeholder input.

- + **DEVELOP** a SWOT analysis that defines the direction of the design strategy.
- + **DETERMINE** existing and desired community attributes.
- + **REVIEW** design touchpoints throughout the community.
- + **ANALYZE** the vision and explore what visual icons, fonts, styles and symbols to consider.

Design Development:

- + **DEVELOP** mood boards and at least three distinct design concepts for review.

- + **STAKEHOLDER REVIEW GROUP**

A small review team will provide feedback, including the following:

Deputy City Administrator, Communications Manager, Communications Specialist, one member of the elected body with expertise in marketing and branding and one community member with expertise in marketing and branding.

Design Element Development Timeline:

PHASE I

Research, Community and Stakeholder Engagment (February 2026)

PHASE II

Concept and Design Development (March 2026)

PHASE III

Stakeholder Feedback and Design Refinement (April 2026)

FINAL DELIVERABLES

Final Design Concept with Example Applications (May 1, 2026)

Design Element Development Pricing:

Project Management & Consultation (14 hours @ \$150/hr) \$2,100

// PLANNING AND RESEARCH

Community Research, Interviews, SWOT analysis (20 hours @ \$150/hr) \$3,000

// BRAND DEVELOPMENT

Design Element Development (40 hours @ \$150/hr) \$6,000

Final Design and Application Examples (short brand book) (21 hours @ \$150/hr) \$3,150

Grand Total: \$14,250

NOTE: Each activity is limited to a set number of hours. All final artwork, copy and images will be wholly owned by the City of Wauwatosa, WI. Quote valid for 60 days, E.W. McDaniels, Inc. (dba McDaniels Marketing) reserves the right to submit a new estimate for any change in specifications. All customer alterations will be charged additional time and material. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal. Travel costs additional.



Your McD Team

The following McD professionals will serve as the core Wauwatosa team with support from the rest of the talented McD staff.

RESEARCH AND PROJECT MANAGEMENT:



**RANDY
McDANIELS**
President



**JEFF
ERICKSEN**
Creative Strategist



**JACOB
BRISBIN**
Client Growth Strategist

CREATIVE DESIGN AND CONCEPT DEVELOPMENT:

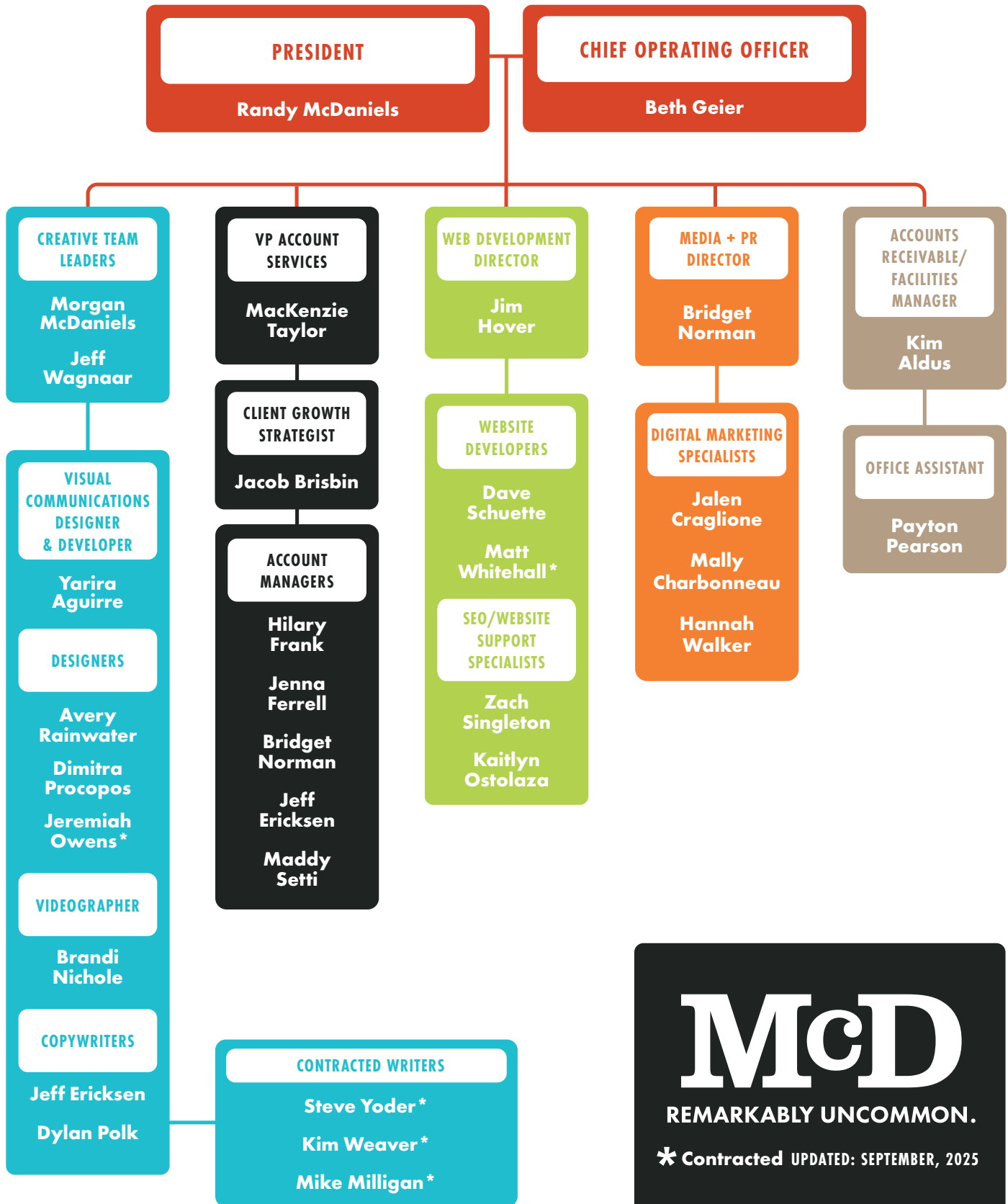


**MORGAN
McDANIELS**
Art Director



**YARIRA
AGUIRRE**
*Visual Communications
Designer & Developer*

A REMARKABLY UNCOMMON ORG CHART



McD

REMARKABLY UNCOMMON.

* Contracted UPDATED: SEPTEMBER, 2025

CURRENT CLIENT REFERENCES

Sarah Howard, Executive Director
Visit Pleasant Prairie Wisconsin CVB
(262) 771-1079 | sarah@visitpleasantprairie.com

Allyson Servais, Executive Director
Viroqua Wisconsin Chamber of Commerce
(608) 637-2575 | allyson@viroquachamber.com

Jason Pausma, Economic Development Director
Calumet County, Wisconsin
(920) 849-1684 | jason.pausma@calumetcounty.org

Experience

Illinois



Iowa



LECLAIRE
IOWA



VISIT
Muscatine

Fort Madison
AREA IA TOURISM
'LEGENDS AROUND EVERY BEND'



QUAD
VISITQUADCITIES.COM
CITIES

Indiana

Kentucky



SHIPSHEWANA
AT THE HEART OF AMISH COUNTRY, INDIANA



Visit
Madison
INDIANA

PADUCAH
UNESCO CREATIVE CITY

MAYSVILLE
Explore Legendary Character

Michigan

Minnesota

Ohio

south haven
ON LAKE MICHIGAN
Alive Anytime

CHART
Council of Hotel and
Restaurant Trainers



VISIT
WINONA
MINNESOTA

IT'S OUR NATURE.
DEFIANCE
MAIN STREET & VISITORS BUREAU



Missouri



LAKE OF THE OZARKS
Missouri's Lake & Outdoor Destination

Pulaski
countyUSA
missouri

SAÏNTE
GENEVIÈVE
There's something special here.



Warrensburg
MISSOURI
SMALL TOWN • BIG SOUL



Wisconsin



VISIT
MILWAUKEE

The
OSTHOFF
RESORT & SPA

Village of
GREENDALE
THE GARDEN COMMUNITY • WI

WISCONSIN
Calumet
County

GRAFTON
AREA CHAMBER OF COMMERCE

Case Studies



Defiance County, OH

STREAMS OF OPPORTUNITY

Defiance County, OH, is a region brimming with potential. From expansive outdoor areas featuring a world-class parks and trails system, wildlife reserves, and state parks to long-standing communities brimming with shopping and dining, museums, and historical landmarks, Defiance County truly represents the confluence of recreation, work and life.

THE CHALLENGE

In 2023, the Defiance Main Street & Visitors Bureau sought to modernize its visual identity, which by then had become dated, lacking both consistency across other community entities and an emotional appeal to potential visitors. The Defiance Main Street & Visitors Bureau approached McDaniels Marketing to complete a rebrand that would unify community entities — including the Main Street & Visitors Bureau and city and county governments — and promote the region as a premier destination to visit, live and work. McDaniels Marketing was also tasked to redesign the bureau's website and visitors guide utilizing the new brand, logos and colors with all-new design, writing and photography.

The Solution

// IT'S OUR NATURE

Working closely with the Defiance Main Street & Visitors Bureau and other local stakeholders, McDaniels Marketing crafted a strong brand that built on Defiance County's position as an outdoor destination and its legacy of daring and innovative enterprises by bold, outside-the-box thinkers, simultaneously honoring the region's proud history and its bright future.

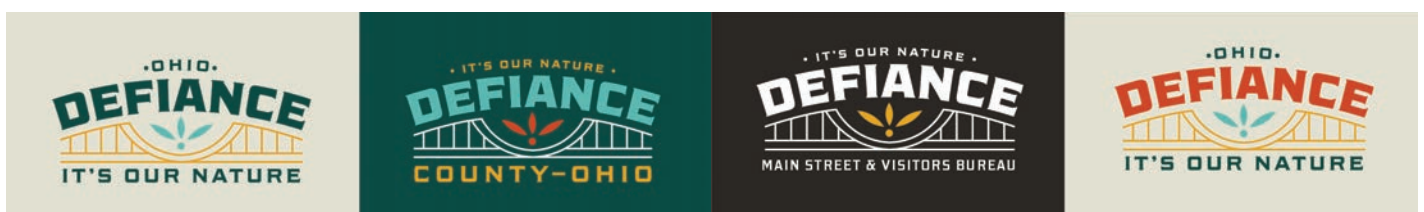
THREE-POINT EMBELLISHMENT: Represents the three connecting rivers and recalls a sunrise, a symbol of opportunity

BRIDGE:

Represents the connections between four towns and closeness between the communities

BOLD TYPE: Represents strength and confidence

• IT'S OUR NATURE •
DEFIANCE
COUNTY-OHIO



After spending months researching — including conducting focus group tests and visiting Defiance County in person — the McD team identified the strengths, weaknesses and opportunities inherent in Defiance County and leveraged that information to craft a new, unifying brand. The new brand family consists of logos for Defiance County, City of Defiance, and Defiance Main Street & Visitors Bureau. The logos' bold type represents the strength and confidence that has been present in the culture of these communities since the founding of Fort Defiance in 1794.

A bridge element represents the connections and closeness between the communities of Defiance County, and a three-point embellishment represents the three connecting rivers as well as a sunrise — a symbol of opportunity. Each logo has a specific primary color palette that works well with the others, creating brand unity throughout the family. A new tagline, "It's Our Nature," leverages the city and county's bold name as an attitude shared by the community, positioning them as proud of their heritage and ready to defend it. The tagline also promotes the region's pristine natural areas — such as the rivers and nature preserves — for leisure and recreation.



THE BRAND PROMISE:

The streams of your life often seem to run parallel to one another — never meeting, always separate. While appearing disparate, these currents inch closer and closer until they converge in one special time and place. Defiance County, Ohio, captures the spirit of that existential confluence with unparalleled opportunities to visit, settle down, build your career, and enjoy your life. The rich earth provides moments of peaceful solitude in the wide-open, natural spaces that define the Northwest Ohio outdoors. Blaze a trail at Thoreau Wildlife Reserve, cast a line at Oxbow Lake and Wildlife Area, or stroll around paved paths of the Reservoir Nature Trail. Catch a breath of fresh air at our world-class parks, each boasting unique recreational activities for all ages including a water park, splash pad, and playgrounds. Launch a canoe or kayak and paddle not one, not two, but three pristine rivers — the Maumee, the Auglaize, and the Tiffin — each flowing from one adventure to the next through stunning, Midwestern environs. The stories of our forefathers live on at the historical sites that preserve our heritage, from the remains of our namesake fort to the well-preserved and immersive Auglaize Village. Get up close with global artifacts of a bygone era at the Andrew L. Tuttle Memorial Museum. Area residents steal the spotlight with local productions at the Defiance Community Auditorium and the Stroede Center for the Arts, while the intimate Huber Opera House and Civic Center welcomes touring and local acts to nearby Hicksville. Fallen in love with Defiance County and want to extend your stay much longer? Join a friendly community welcoming all walks of life and create the lifestyle you choose, from stately houses that have stood over city streets since the early 1820s to the home of your dreams built from the ground up. Equip your children with the knowledge and skills needed through their journey into adulthood at our public and private schools — and continue their education locally at our private institution, Defiance College. Want to bring your business vision to life? Join a supportive economic environment and follow in the footsteps of the innovative minds that have called Defiance County home — repurpose a historic storefront in a picturesque downtown or transform acres of undeveloped land into opportunity for both you and your future workforce. Discover the potential awaiting you in the Defiance area and follow the flow of life to an unforgettable convergence.

Based on the new graphic identity and messaging, the McD team then redesigned the Defiance website as well as its visitors guide, identifying some of the Defiance area's most important attributes that would become the focal point of its marketing efforts. This meant highlighting the region's historical attractions, outdoor spaces, and shopping and dining in Downtown Defiance. Gathering information from past materials, the Creative team and McD Digital worked together to outline both digital and print pieces and worked together to build each out with narrative-driven content and bright, crisp photography, resulting in two companion pieces that matched the fresh look established by the rebrand.

IMPACT & RESULTS

The new brand has provided a refreshed look for Defiance County, capturing the essence of a community that honors its past while looking ahead to a promising tomorrow. The website, which launched April 10, 2024, saw immediate success with its intuitive, user-friendly design and complete storytelling content providing valuable information for users seeking a getaway to Defiance County. From May to June, the website earned:

- + **1,403** new users
- + **919** engaged sessions
- + Ranking for **1,700** organic keywords (up 2% compared to the previous month)
- + **34,400** impressions



Jacksonville, IL

POSSIBILITIES UNCOVERED

THE STORY

Jacksonville, IL, is a city full of stories waiting to be told. Located mere minutes from Abraham Lincoln's hometown of Springfield, the historic charm and legendary stories of this small, Midwestern city stand watch over its expansive town square, a symbol of both the stories that shaped this community and those still being written today. As locally owned boutiques and eateries make their home in Jacksonville, the city is positioned as having both a monumental past and an up-and-coming future.

THE CHALLENGE

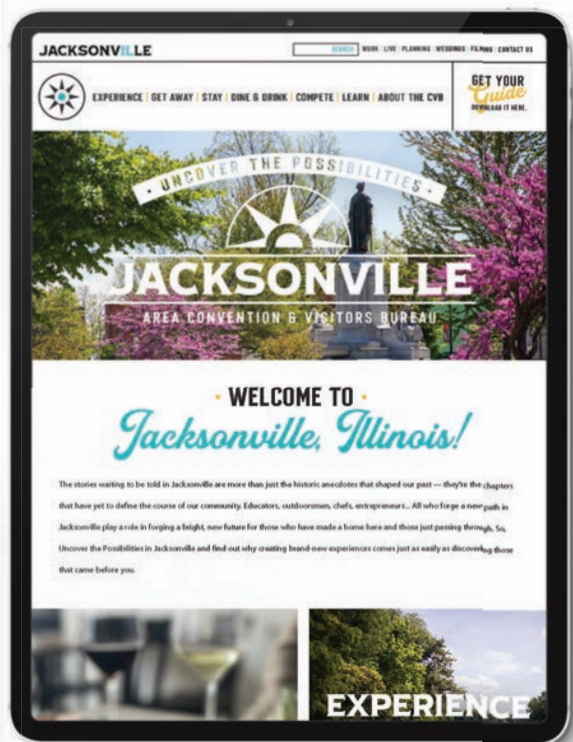
In 2021, the Jacksonville Area Convention & Visitors Bureau felt its brand was in need of modernization, having grown stale and lacking any sense of unification with other municipal entities, including the city government, Jacksonville Main Street and the Jacksonville Regional Economic Development Corporation. The Jacksonville Area CVB approached McDaniels Marketing to complete a rebrand to unify all five entities and promote the city as a destination to visit, live and work.

The Solution

The new brand family revolves around a central logo incorporating numerous visual elements representing various traits that define the city, from font choices reminiscent of a storied history and strong, blue-collar roots to a half-star icon representing the city's iconic Big Eli Wheel as well as a sunrise shining a light on the opportunities that lie ahead.

The logo also calls out the "IL" in "Jacksonville," setting it apart from other Jacksonvilles around the country. The tagline, "Uncover the Possibilities," refers to the stories and adventures just waiting to be discovered by those visiting or making the city their new home. Which brings us to the brand statements — the McD Team crafted four distinct brand promise statements describing what Jacksonville promises to new residents, visitors, businesses and even athletic groups.





"From what once looked to be a daunting task, McDaniels Marketing was able to guide us through every step of the way to create a brand that really felt like it represented all of us in some way."

—**BRITTANY HENRY**, Jacksonville Area CVB Executive Director



[EXPLORE HOCKING HILLS, OH]

Brand Building for a Place off the Beaten Path That Can't Be Beat

// THE STORY

As nature beckons all to venture into the untamed, Hocking Hills, OH, lures visitors to revel in a verdant playground deep in the peaceful Appalachian foothills. Here, amid rising ridges, plunging hollows and flowing streams that cascade into rushing waterfalls, adventurers discover rugged trails winding through rolling topography, shaded by towering forests of beech trees and eastern hemlock. Caves carved into the hillside appear lifted from another time and place, while nearby communities showcase the creativity of local artists while and shine spotlight on the pioneers who came before. This is the definitive setting for a memorable, Southeastern Ohio getaway.

// THE CHALLENGE

In 2024, the Hocking Hills Tourism Association recognized its existing brand needed a refresh — having been in place for more than 15 years — to meet evolving market challenges and enhance community engagement. McDaniels Marketing set out to refine the association's brand positioning and in doing so, increase the visibility of the brand, appeal to a targeted audience and align with the community's expectations of how much greater this place could be.

// SERVICES: VISITOR INTERCEPT RESEARCH • REBRAND • BRAND STANDARDS GUIDE

// THE SOLUTION

Hocking Hills is more than just an outdoor destination — it's a diverse community teeming with life and a culture built on an amazing past and a bright future. McD set out to communicate the region's authentic, uncommon benefits and develop a cohesive brand that would position Hocking Hills as a world-class, year-round destination for adventure and leisure. Using a visitor intercept survey, the McD team learned more about visitors' perceptions of Hocking Hills, as well as strengths and weaknesses with the existing brand. From there, the McD team developed a SWOT analysis that pinpointed the region's strengths and subsequently led the creative team to identify opportunities for leveraging those features and marketing them to a broad audience of outdoor enthusiasts.



// THE SOLUTION (CONT.)

Using this information, the McD Creatives collaborated with Hocking Hills stakeholders to develop a cohesive visual identity system that could accommodate logos for both Hocking Hills as well as the City of Logan. Evoking the spirit of national or state park branding, the logo family naturally evolved from the existing branding and accurately summarized the most spectacular features of the area — majestic bluffs, lush forests, flowing streams and waterfalls — in earthy, natural tones, visually communicating the natural wonder of Hocking Hills. The team also developed a tagline that summed up the overall Hocking Hills experience: **Welcome to Wonder.**

// LAUNCH

Shortly after the brand was approved by the stakeholders, McD created variations of the logo, selected brand typefaces, developed a versatile color palette, and provided suggestions for other patterns and shapes that could be used in communication tools and tactics. All these elements were then compiled in a custom Brand Standards Guide.



Pleasant Prairie, WI

PERFECTLY PLEASANT

// THE STORY

The Village of Pleasant Prairie, WI, is a welcoming and dynamic community located along the southeastern border of Wisconsin just north of the Illinois state line. Known for its balance of natural beauty and modern convenience, Pleasant Prairie blends open green spaces, protected natural areas and recreational trails with vibrant retail districts and family-friendly amenities. From its expansive parks and lakefront views to its thriving shopping destinations like Pleasant Prairie Premium Outlets, the village offers a high quality of life for residents and an inviting experience for visitors.

THE CHALLENGE

In 2022, Sarah Howard was appointed as the organization's Executive Director after serving as the Director of Marketing for more than three years. They had been known as the Pleasant Prairie Visitors and Convention Bureau since the organization was established in fall 2018. In her new role, Sarah immediately rewrote and streamlined their mission and goals while restructuring the organization in a way that aligned with her (and now her board's) vision. Part of that effort included changing the organization's name and updating its go-to tagline to "It's Always Pleasant in the Prairie." Sarah redefined not only how the new organization would function, but also how it would look and sound. After two years of destination development projects, events and merchandise, Sarah then set out to find an agency that would match the momentum she had established. To start, she wanted to execute a brand refresh that aligned with her timeline goals for completely redesigning their website and developing their first-ever magazine. That's when the partnership with McDaniels Marketing began.

The Solution

As a full-service firm with vast experience in travel, tourism and DMO marketing experience, the McDaniels team was ready to tackle this challenge. Starting with research, information gathering and input from key stakeholders, a story started to unfold — a narrative that would eventually lead to a brand promise statement, a brand standards guide and a logo.



**SCAN CODE TO
VIEW BRAND
STANDARDS**

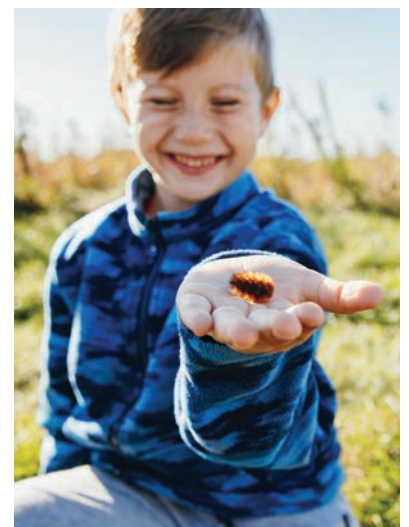


// THE RESULTS

Shortly after the logo was approved by Visit Pleasant Prairie Tourism leaders, the McD team went to work creating variations of the logo, selecting a font family, picking complementary colors, and providing suggestions for other patterns and shapes that could be used in communications materials. All these elements were then compiled in a custom Brand Standards Guide. These were the building blocks from which guidebooks, merchandise, a new website and even a branded van could be built holistically.



"Each detail was crafted with attention and care to capture the essence of Pleasant Prairie. Our new color palette reflects the natural beauty surrounding us in the Village, while our bold 'P' symbolizes prairie grass, our access to fresh water at Lake Andrea and Lake Michigan, and the stunning sunrises and sunsets you can catch there." —SARAH HOWARD, Visit Pleasant Prairie Executive Director



Naturally McHenry County, IL

NEW BRAND IDENTITY

MCHENRY COUNTY GOES NATURAL

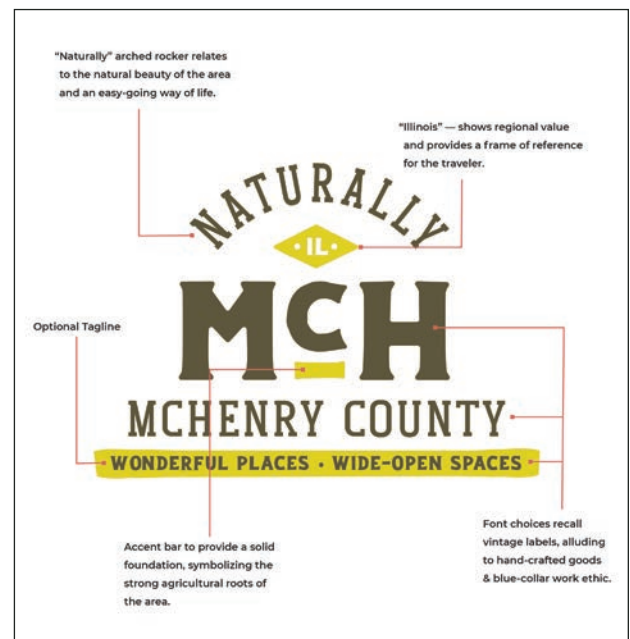
With gorgeous, natural vistas with miles of rivers, streams and trails, plus innumerable opportunities for shopping, dining and live entertainment, McHenry County, IL, is the quintessential Northern Illinois experience. From remarkable communities that blend seamlessly to breathtaking, wide-open spaces for outdoor recreation, McHenry County is positioned as a natural destination not just to visit, but to live and work with easy access to major metropolitan areas like Chicago, Rockford and Milwaukee.

THE CHALLENGE

The leadership of Visit McHenry County felt its brand did not accurately reflect the positive changes throughout the county in recent years. Seeking a new brand that would position McHenry County as a natural destination for people looking for laid back living, Visit McHenry County approached McDaniels Marketing to complete a rebrand that would align the Tourism organization, the county government and the McHenry County Economic Development Corporation to better promote the county as a top choice to visit, live and work.

The Solution

McDaniels Marketing worked closely with Visit McHenry County, the county government and the MCEDC to develop a strong, unified brand to encourage visitors, businesses and potential residents to choose McHenry County. A months-long research process — including an in-person tour of the entire county — identified strengths and weaknesses in the Visit McHenry County branding, providing the McDaniels team with a clear understanding of what attributes should be highlighted. The new brand name is Naturally McHenry County. The brand logo representing the brand promise was inspired by the numerous traits that define McHenry County — from font choices reflecting vintage labels and hand-crafted goods — to design reflecting the county's natural beauty, strong agricultural roots and easygoing way of life. The tagline of "Wonderful Places — Wide-Open Spaces" conveys McHenry County's diverse mix of cities, towns and villages nestled amongst rivers, lakes and conservation areas.





McDaniels Marketing crafted three distinct brand statements to describe what McHenry County can promise to residents, visitors and business investors. New residents will find a diverse, energetic and interconnected community that blends seamlessly to provide opportunity and engagement for all ages. Tourists will discover a breath of fresh air from the hustle and bustle of life, from year-round agritourism attractions to a full calendar of events and festivals, and plenty of opportunities for indoor and outdoor fun.

Employers will discover an educated and professional workforce, not to mention quick access to both O'Hare and Rockford airports. With plenty of corporate parks and industrial space waiting to be developed and historic storefronts ready for their next thriving businesses, there's no better place for people to bring their dreams to life than McHenry County.

Finally, McDaniels Marketing worked in conjunction with Naturally McHenry County to write and design a brand-new Insider Guide, drawing inspiration from previous issues to create a smaller, bolder edition that incorporated more narrative-based writing from McDaniels' in-house copywriting team as well as local influencers — or insiders — resulting in a fresh, new perspective to match the county's fresh look.



Village of Greendale, WI

GROWING AWARENESS FOR A GARDEN COMMUNITY

// THE STORY

The Village of Greendale, WI is a peaceful and quaint place located just southwest of downtown Milwaukee. As one of only three Greenbelt Communities envisioned during the Great Depression to be the perfect fusion of the best of urban and rural lifestyles, Greendale is just that. With historically protected homes, gardens full of flowers, paths connecting people to parks and a central shopping area and village hall designed in a Colonial Williamsburg style, Greendale is a time capsule of idyllic Americana. A wonderful community to call home and a delightful destination for visitors.

THE CHALLENGE

Due to historical preservation and lacking open land for new development, The Village of Greendale suffered from a perception of being insular and unwelcoming. This, paired with the fact that neighboring communities could build modern homes and places for business also led to a sense that Greendale lacked vibrancy. Having a very outdated logo and virtually no branding or marketing efforts contributed to Greendale's problem of becoming a forgotten place.

The Solution

Let's turn perceived negatives into powerful positives. After researching the branding and marketing efforts of neighboring communities and conducting a survey with over 20 community stakeholders, the McDaniels team began to envision a new and refreshing path forward for The Village. In a world of 24-hour news cycles, addictive social media channels and artificial intelligence, we sought to position Greendale as the antithesis of a fast-paced, tech-focused world. A bubble of peace and harmony. A place to reimagine what life could be by recalling what was. Embracing the equity of their historic tagline, "The Garden Community," the team leaned into the greenery and floral elements that are so prevalent in The Village when creating the new logo and branding. At the heart of The Village is a place called Daffodil Park. Knowing this, we put a stylized version of the flower at the center of the design.



SCAN CODE TO
VIEW BRAND
STANDARDS



VILLAGE OF GREENDALE, WI CASE STUDY CONTINUED

"McDaniels Marketing brought exceptional preparation and creativity to Greendale's rebranding. As this was our first time developing a brand identity, we weren't sure how it would be embraced by all the stakeholders involved, but their team made it smooth and collaborative. The finished product of the logos and brand guidelines exceeded our expectations. We're proud of the result and grateful for their guidance and expertise."

– MIKE HAWES, ICMA-CM Village Manager for the Village of Greendale, WI



// LAUNCH

Shortly after the logo was unanimously approved by Village leaders, we went to work creating variations of the logo, selecting a font family, picking complementary colors and providing suggestions for other patterns and shapes that could be used in communications materials. All of these elements were then compiled in a custom Brand Standards Guide. Our team also helped prepare press documents announcing the rebrand and will assist The Village with the creation of wayfinding signage, light pole banners and collateral pieces.

Client Testimonial



I was very impressed with the approach McDaniels Marketing took to developing the Naturally McHenry County brand. The McDaniels Team worked with us every step of the way, from developing brand promises and taglines to finalizing the look and feel of the Insider Guide, assuring the direction they took our new identity aligned with the principles and values of the county. I'm so proud of our new look and grateful for all the work McDaniels Marketing provided along the way!"

- JAKI BERGGREN

Naturally McHenry County, IL • President & CEO

LET'S GET
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